Basic information

Theresa

App Role: Customer / Provider

- 35 years old
- Developer in Google
- Newcastle
- Tech-driven software developer

Bio

Theresa is a Software developer who currently works in Google. She has been a developer for the good part of her career and is very passionate about developing applications that work in the real-world and more importantly are robust and performant. She came forward as she has tried to develop a transport booking app as part of her time in Google but was not successful as her management suddenly changed their direction. Google is known to drop projects suddenly if another higher value one appears

Single, not married

Passionate software developer

Has a huge personal portfolio of applications in her Git repository

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

More about Theresa

Interests

Loves technology. Often reads up on what is trending.

Loves reading, especially on tech resources.

Loves making improvements and solving problems

Influences

Software forums

Stack Overflow

TechRadar articles

Goals

Reach work on time

Wants to save up to buy her own place

Wants to have spare time for her hobbies

Needs and expectations

Comes from the angle of transport app provider - wants a command control dashboard view

Wants to be able to log everything on the system so that it can be audited if required

Wants to implement the most effective algorithm to connect drivers to users in the fastest and cheapest way

Motivations

Was close to delivering a similar app until her company stopped the project

Loves delivering comprehensive solutions and thinks through the roles of company, drivers and users

Pain points and frustrations

Feels that current transport booking apps are not good enough for providers in the overall dashboard views

Feels that the algorithm used in current apps is not efficient enough, it can be better so will benefit both drivers and riders